

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method  
2 for determining one or more ad targeting keywords, the  
3 computer-implemented method comprising:

- 4 a) accepting a at least one category;
- 5 b) looking up determining one or more keywords using  
the accepted at least one category; and
- 7 c) providing at least some of the determined one or  
8 more keywords as one or more ad targeting keywords.

1 Claim 2 (currently amended): The computer-implemented  
2 method of claim 1 wherein at least one of the one or more  
3 ad targeting keywords is a negative keyword for an ad,  
4 which negative keyword is used to make the ad ineligible to  
5 be served for requests including the negative keyword.

1 Claim 3 (currently amended): The computer-implemented  
2 method of claim 1 wherein an ad includes ad creative  
3 information for rendering the ad and an address of a  
4 landing Webpage linked from the ad, and  
5 wherein the act of determining a at least one category  
6 uses the ad creative information.

1 Claim 4 (currently amended): The computer-implemented  
2 method of claim 1 wherein an ad includes ad creative  
3 information for rendering the ad and an address of a  
4 landing Webpage linked from the ad, and  
5 wherein the act of determining at least one category  
6 uses information from a the landing Webpage of an ad.

1 Claim 5 (currently amended): The computer-implemented  
2 method of claim 1 wherein the act of looking up determining  
3 ~~one or more~~ keywords uses an ~~inverted keyword~~ index in  
4 which each of a plurality of categories is are provided as  
5 a lookup key keys to one or more keywords.

1 Claim 6 (currently amended): The computer-implemented  
2 method of claim 1 further comprising:  
3 - performing qualification testing of the ~~determined~~  
4 ~~one or more~~ keywords to determine if a keyword is  
5 qualified or unqualified for use as an ad targeting  
6 keyword,

7 wherein each of the at least some of the  
8 ~~determined one or more~~ keywords provided as one or more ad  
9 targeting keywords are qualified keywords.

1 Claim 7 (currently amended): The computer-implemented  
2 method of claim 6 wherein the act of performing  
3 qualification testing of the keyword ~~determined one or more~~  
4 ~~keywords~~ tracks a performance of ads served using the  
5 keyword as an ad targeting keyword.

1 Claim 8 (previously presented): The computer-implemented  
2 method of claim 7 wherein the performance of ads is tracked  
3 in general, across all categories.

1 Claim 9 (previously presented): The computer-implemented  
2 method of claim 7 wherein the performance of ads is tracked  
3 across one or more specific categories.

1 Claim 10 (currently amended): The computer-implemented  
2 method of claim 9 wherein the one or more specific  
3 categories include the ~~at least one~~ category accepted.

1 Claim 11 (currently amended): The computer-implemented  
2 method of claim 7 wherein the ads served using the keyword  
3 as an ad targeting keyword during the act of performing  
4 qualification testing of the ~~determined one or more~~  
5 keywords, are only served on available ad spots that  
6 otherwise would be unused by any ads.

1 Claim 12 (currently amended): The computer-implemented  
2 method of claim 1 wherein the act of providing at least  
3 some of the ~~determined one or more~~ keywords as one or more  
4 ad targeting keywords provides the ~~determined one more~~  
5 keywords in an order determined using unused inventory  
6 information about available ad spots that otherwise would  
7 be unused by any ads.

1 Claim 13 (currently amended): The computer-implemented  
2 method of claim 1 wherein the act of providing at least  
3 some of the ~~determined one or more~~ keywords as one or more  
4 ad targeting keywords provides the ~~determined one more~~  
5 keywords in an order determined using unused inventory  
6 information such that a keyword corresponding to a larger  
7 number of unused ad spots that otherwise would be unused by  
8 other ads is provided before another keyword corresponding  
9 to a smaller number of unused ad spots that otherwise would  
10 be unused by other ads.

1 Claim 14 (currently amended): A computer-implemented  
2 method for determining one or more ad targeting keywords,  
3 the computer-implemented method comprising:  
4       a) accepting ~~a at least one~~ category;  
5       b) looking up determining one or more keywords using  
6       the accepted ~~at least one~~ category;  
7       c) providing the ~~determined one or more~~ keywords as  
8       suggested targeting keywords to an advertiser;  
9       d) accepting advertiser input in response to the  
10      suggested targeting keywords; and  
11       e) determining whether or not to provide at least  
12      some of the ~~determined one or more~~ keywords as  
13      targeting keywords for an ad using the accepted  
14      advertiser input.

1 Claim 15 (currently amended): The computer-implemented  
2 method of claim 14 wherein at least one of the one or more  
3 ad targeting keywords is a negative keyword for an ad,  
4 which negative keyword is used to make the ad ineligible to  
5 be served for requests including the negative keyword.

1 Claim 16 (currently amended): The computer-implemented  
2 method of claim 14 wherein an ad includes ad creative  
3 information for rendering the ad and an address of a  
4 landing Webpage linked from the ad, and  
5       wherein the act of determining a at least one category  
6       uses the ad creative information.

1 Claim 17 (currently amended): The computer-implemented  
2 method of claim 14 wherein an ad includes ad creative  
3 information for rendering the ad and an address of a  
4 landing Webpage linked from the ad, and

5 wherein the act of determining at least one category  
6 uses information from a ~~the~~ landing Webpage ~~of an ad~~.

1 Claim 18 (currently amended): The computer-implemented  
2 method of claim 14 wherein the act of looking up  
3 ~~determining one or more keywords uses an inverted keyword~~  
4 ~~index in which each of a plurality of categories is are~~  
5 provided as a lookup key keys to one or more keywords.

1 Claim 19 (currently amended): The computer-implemented  
2 method of claim 14 further comprising:  
3 - performing qualification testing of the ~~determined~~  
4 ~~one or more~~ keywords to determine if a keyword is  
5 qualified or unqualified for use as an ad targeting  
6 keyword,  
7 wherein each of the at least some of the  
8 ~~determined one or more~~ keywords provided as one or more ad  
9 targeting keywords are qualified keywords.

1 Claim 20 (currently amended): The computer-implemented  
2 method of claim 19 wherein the act of performing  
3 qualification testing of the keyword ~~determined one or more~~  
4 ~~keywords~~ tracks a performance of ads served using the  
5 keyword as an ad targeting keyword.

1 Claim 21 (previously presented): The computer-implemented  
2 method of claim 20 wherein the performance of ads is  
3 tracked in general, across all categories.

1 Claim 22 (currently amended): The computer-implemented  
2 method of claim 21 wherein the one or more specific  
3 categories include the ~~at least one~~ category accepted.

1 Claim 23 (previously presented): The computer-implemented  
2 method of claim 20 wherein the performance of ads is  
3 tracked across one or more specific categories.

1 Claim 24 (currently amended): The computer-implemented  
2 method of claim 20 wherein the ads served using the keyword  
3 as an ad targeting keyword during the act of performing  
4 qualification testing of the ~~determined one or more~~  
5 keywords, are only served on available ad spots that  
6 otherwise would be unused by any ads.

1 Claim 25 (currently amended): The computer-implemented  
2 method of claim 14 wherein the act of providing the  
3 ~~determined one or more~~ keywords as suggested targeting  
4 keywords to an advertiser provides the ~~determined one more~~  
5 keywords in an order determined using unused inventory  
6 information about available ad spots that otherwise would  
7 be unused by any ads.

1 Claim 26 (currently amended): The computer-implemented  
2 method of claim 14 wherein the act of providing the  
3 ~~determined one or more~~ keywords as suggested targeting  
4 keywords to an advertiser provides the ~~determined one more~~  
5 keywords in an order determined using unused inventory  
6 information such that a keyword corresponding to a larger  
7 number of unused ad spots that otherwise would be unused by  
8 other ads is provided before another keyword corresponding  
9 to a smaller number of unused ad spots that otherwise would  
10 be unused by other ads.

1 Claim 27 (currently amended): A computer-implemented  
2 method for generating one or more serving constraints for  
3 targeting an ad, the computer-implemented method  
4 comprising:  
5     a) accepting ad information;  
6     b) determining ~~a category one or more categories~~ using the accepted ad information;  
7     c) ~~looking up determining~~ one or more serving  
8     constraints ~~using from the category one or more~~  
9     categories determined.  
10

1 Claim 28 (currently amended): The computer-implemented  
2 method of claim 83 wherein at least one of the one or more  
3 ad targeting keywords is a negative keyword for an ad,  
4 which negative keyword is used to make the ad ineligible to  
5 be served for requests including the negative keyword.

1 Claim 29 (currently amended): The computer-implemented  
2 method of claim 27 wherein an ad includes ad creative  
3 information for rendering the ad and an address of a  
4 landing Webpage linked from the ad, and  
5       wherein the act of determining a at least one category  
6       uses the ad creative information.

1 Claim 30 (currently amended): The computer-implemented  
2 method of claim 27 wherein an ad includes ad creative  
3 infcrmation for rendering the ad and an address of a  
4 landing Webpage linked from the ad, and  
5       wherein the act of determining at least one category  
6       uses information from a the landing Webpage of an ad.

1 Claim 31 (currently amended): The computer-implemented  
2 method of claim 83 wherein the act of looking up  
3 ~~determining one or more~~ keywords uses an ~~inverted keyword~~  
4 index in which each of a plurality of categories is ~~are~~  
5 provided as a lookup key keys to one or more keywords.

1 Claim 32 (currently amended): The computer-implemented  
2 method of claim 83 further comprising:  
3 - performing qualification testing of the ~~determined~~  
4 ~~one or more~~ keywords to determine if a keyword is  
5 qualified or unqualified for use as an ad targeting  
6 keyword,  
7 wherein each of the at least some of the  
8 ~~determined one or more~~ keywords provided as one or more ad  
9 targeting keywords are qualified keywords.

1 Claim 33 (currently amended): The computer-implemented  
2 method of claim 83 wherein the act of performing  
3 qualification testing of the keyword ~~determined one or more~~  
4 ~~keywords~~ tracks a performance of ads served using the  
5 keyword as an ad targeting keyword.

1 Claim 34 (previously presented): The computer-implemented  
2 method of claim 27 wherein the performance of ads is  
3 tracked in general, across all categories.

1 Claim 35 (previously presented): The computer-implemented  
2 method of claim 27 wherein the performance of ads is  
3 tracked across one or more specific categories.

1 Claim 36 (currently amended): The computer-implemented  
2 method of claim 27 wherein the one or more specific  
3 categories include the ~~at least one~~ category accepted.

1 Claim 37 (currently amended): The computer-implemented  
2 method of claim 33 wherein the ads served using the keyword  
3 as an ad targeting keyword during the act of performing  
4 qualification testing of the ~~determined one or more~~  
5 keywords, are only served on available ad spots that  
6 otherwise would be unused by any ads.

1 Claim 38 (currently amended): The computer-implemented  
2 method of claim 83 wherein the act of providing the  
3 ~~determined one or more~~ keywords as candidate targeting  
4 keywords provides the determined one more keywords in an  
5 order determined using unused inventory information about  
6 available ad spots that otherwise would be unused by ads.

1 Claim 39 (currently amended): The computer-implemented  
2 method of claim 83 wherein the act of providing the  
3 ~~determined one or more~~ keywords as candidate targeting  
4 keywords provides the ~~determined one more~~ keywords in an  
5 order determined using unused inventory information such  
6 that a keyword corresponding to a larger number of ~~unused~~  
7 ad spots that otherwise would be unused by other ads is are  
8 provided before another keyword corresponding to a smaller  
9 number of ~~unused~~ ad spots that otherwise would be unused by  
10 other ads.

1 Claim 40 (previously presented): The computer-implemented  
2 method of claim 83 further comprising:

3           d) populating serving constraints of an ad with the  
4           candidate keywords.

1   Claim 41 (previously presented): The computer-implemented  
2   method of claim 83 further comprising:

3           d) providing the candidate keywords to an advertiser  
4           as ad targeting keyword suggestions;  
5           e) accepting advertiser input in response to the  
6           suggested targeting keywords; and  
7           f) determining whether or not to provide at least  
8           some of the candidate keywords as targeting keywords  
9           for an ad using the accepted advertiser input.

1   Claim 42 (currently amended): Apparatus for determining  
2   one or more ad targeting keywords, the apparatus  
3   comprising:

4           a) an input for accepting ~~a at least one~~ category;  
5           b) means for looking up determining one or more  
6           keywords using the accepted ~~at least one~~ category; and  
7           c) means for providing at least some of the  
8           ~~determined one or more~~ keywords as one or more ad  
9           targeting keywords.

1   Claim 43 (currently amended): The apparatus of claim 42  
2   wherein at least one of the one or more ad targeting  
3   keywords is a negative keyword for an ad, which negative  
4   keyword is used to make the ad ineligible to be served for  
5   requests including the negative keyword.

1   Claim 44 (currently amended): The apparatus of claim 42  
2   wherein an ad includes ad creative information for

3 rendering the ad and an address of a landing Webpage linked  
4 from the ad, and

5       wherein the means for determining at least one  
6 category use the ad creative information.

1 Claim 45 (currently amended): The apparatus of claim 42  
2 wherein an ad includes ad creative information for  
3 rendering the ad and an address of a landing Webpage linked  
4 from the ad, and

5       wherein the means for determining at least one  
6 category use information from the a landing Webpage of an  
7 ad.

1 Claim 46 (currently amended): The apparatus of claim 42  
2 wherein the means for looking up determining one or more  
3 keywords use an inverted keyword index in which each of a  
4 plurality of categories is are provided as a lookup key  
5 keys to one or more keywords.

1 Claim 47 (currently amended): The apparatus of claim 42  
2 further comprising:

3       - means for performing qualification testing of the  
4 keyword determined one or more keywords to determine  
5 if a keyword is qualified or unqualified for use as an  
6 ad targeting keyword,

7       wherein each of the at least some of the  
8 determined one or more keywords provided as one or more ad  
9 targeting keywords are qualified keywords.

1 Claim 48 (currently amended): The apparatus of claim 47  
2 wherein the means for performing qualification testing of

3 the ~~determined one or more~~ keywords track a performance of  
4 ads served using the keyword as an ad targeting keyword.

1 Claim 49 (original): The apparatus of claim 48 wherein the  
2 performance of ads is tracked in general, across all  
3 categories.

1 Claim 50 (original): The apparatus of claim 48 wherein the  
2 performance of ads is tracked across one or more specific  
3 categories.

1 Claim 51 (currently amended): The apparatus of claim 50  
2 wherein the one or more specific categories include the ~~at~~  
3 ~~least one~~ category accepted.

1 Claim 52 (currently amended): The apparatus of claim 48  
2 wherein the ads served using the keyword as an ad targeting  
3 keyword by the means for performing qualification testing  
4 of the ~~determined one or more~~ keywords, are only served on  
5 available ad spots that otherwise would be unused by any  
6 ads.

1 Claim 53 (currently amended): The apparatus of claim 42  
2 wherein the means for providing at least some of the  
3 ~~determined one or more~~ keywords as one or more ad targeting  
4 keywords provide the ~~determined one more~~ keywords in an  
5 order determined using unused inventory information about  
6 available ad spots that otherwise would be unused by any  
7 ads.

1 Claim 54 (currently amended): The apparatus of claim 42  
2 wherein the means for providing at least some of the

3 determined one or more keywords as one or more ad targeting  
4 keywords provide the determined one more keywords in an  
5 order determined using unused inventory information such  
6 that a keyword corresponding to a larger number of unused  
7 ad spots that otherwise would be unused by other ads is  
8 provided before another keyword corresponding to a smaller  
9 number of unused ad spots that otherwise would be unused by  
10 other ads.

1 Claim 55 (currently amended): Apparatus for determining  
2 one or more ad targeting keywords, the apparatus  
3 comprising:

- 4 a) an input for accepting a at least one category;
- 5 b) means for looking up determining one or more  
6 keywords using the accepted at least one category;
- 7 c) means for providing the determined one or more  
8 keywords as suggested targeting keywords to an  
9 advertiser;
- 10 d) means for accepting advertiser input in response  
11 to the suggested targeting keywords; and
- 12 e) means for determining whether or not to provide at  
13 least some of the determined one or more keywords as  
14 targeting keywords for an ad using the accepted  
15 advertiser input.

1 Claim 56 (currently amended): The apparatus of claim 55  
2 wherein at least one of the one or more ad targeting  
3 keywords is a negative keyword of an ad, which negative  
4 keyword is used to make the ad ineligible to be served for  
5 requests including the negative keyword.

Claims 57 and 58 (canceled)

1 Claim 59 (currently amended): The apparatus of claim 55  
2 wherein the means for looking up determining one or more  
3 keywords uses an inverted keyword index in which each of a  
4 plurality of categories is are provided as a lookup keys  
5 key to one or more keywords.

1 Claim 60 (currently amended): The apparatus of claim 55  
2 further comprising:

3 - means for performing qualification testing of the  
4 determined one or more keywords to determine if a  
5 keyword is qualified or unqualified for use as an ad  
6 targeting keyword,

7 wherein each of the at least some of the  
8 determined one or more keywords provided as suggested  
9 targeting keywords to an advertiser are qualified keywords.

1 Claim 61 (currently amended): The apparatus of claim 60  
2 wherein the means for performing qualification testing of  
3 the determined one or more keywords keyword track a  
4 performance of ads served using the keyword as an ad  
5 targeting keyword.

1 Claim 62 (original): The apparatus of claim 61 wherein the  
2 performance of ads is tracked in general, across all  
3 categories.

1 Claim 63 (currently amended): The apparatus of claim 62  
2 wherein the one or more specific categories include the ~~at~~  
3 ~~least~~ one category accepted.

1 Claim 64 (original): The apparatus of claim 61 wherein the  
2 performance of ads is tracked across one or more specific  
3 categories.

1 Claim 65 (currently amended): The apparatus of claim 61  
2 wherein the ads served using the keyword as an ad targeting  
3 keyword by the means for performing qualification testing  
4 of the ~~determined one or more~~ keywords, are only served on  
5 available ad spots that otherwise would be unused by any  
6 ads.

1 Claim 66 (currently amended): The apparatus of claim 55  
2 wherein the means for providing the ~~determined one or more~~  
3 keywords as suggested targeting keywords to an advertiser  
4 provide the ~~determined one more~~ keywords in an order  
5 determined using unused inventory information about  
6 available ad spots that would otherwise be unused by any  
7 ads.

1 Claim 67 (currently amended): The apparatus of claim 55  
2 wherein the means for providing the ~~determined one or more~~  
3 keywords as suggested targeting keywords to an advertiser  
4 provide the ~~determined one more~~ keywords in an order  
5 determined using unused inventory information such that a  
6 keyword corresponding to a larger number of unused ad spots  
7 that otherwise would be unused by other ads is are provided  
8 before another keyword corresponding to a smaller number of  
9 unused ad spots that otherwise would be unused by other  
10 ads.

1 Claim 68 (currently amended): Apparatus for generating one  
2 or more keywords as candidates for use as ad targeting  
3 keywords, the apparatus comprising:

- 4 a) an input for accepting ad information;
- 5 b) means for determining ~~a category one or more~~  
6 categories using the accepted ad information;
- 7 c) means for ~~looking up determining~~ one or more  
8 keywords from the ~~category one or more categories~~  
9 determined.

1 Claim 69 (currently amended): The apparatus of claim 68  
2 wherein at least one of the one or more ad targeting  
3 keywords is a negative keyword for an ad, which negative  
4 keyword is used to make the ad ineligible to be served for  
5 requests including the negative keyword.

1 Claim 70 (currently amended): The apparatus of claim 68  
2 wherein an ad includes ad creative information for  
3 rendering the ad and an address of a landing Webpage linked  
4 from the ad, and  
5 wherein the means for determining at least one  
6 category use the ad creative information.

1 Claim 71 (currently amended): The apparatus of claim 68  
2 wherein an ad includes ad creative information for  
3 rendering the ad and an address of a landing Webpage linked  
4 from the ad, and  
5 wherein the means for determining at least one  
6 category use information from a landing Webpage ~~of an ad.~~

1 Claim 72 (currently amended): The apparatus of claim 68  
2 wherein the means for looking up determining one or more

3. keywords use ~~uses~~ an ~~inverted keyword~~ index in which each  
4 of a plurality of categories ~~are~~ is provided as a lookup  
5 key ~~keys~~ to keywords.

1 Claim 73 (currently amended): The apparatus of claim 68  
2 further comprising:

3 - means for performing qualification testing of the  
4 ~~determined one or more~~ keywords to determine if a  
5 keyword is qualified or unqualified for use as an ad  
6 targeting keyword,

7 wherein each of the at least some of the  
8 ~~determined one or more~~ keywords provided as candidate  
9 targeting keywords are qualified keywords.

1 Claim 74 (currently amended): The apparatus of claim 73  
2 wherein the means for ~~determining one or more keywords use~~  
3 ~~an inverted keyword index in which categories are provided~~  
4 ~~as lookup keys to keywords performing qualification testing~~  
5 ~~of the keyword tracks a performance of ads served using the~~  
6 keyword as an ad targeting keyword.

1 Claim 75 (original): The apparatus of claim 74 wherein the  
2 performance of ads is tracked in general, across all  
3 categories.

1 Claim 76 (original): The apparatus of claim 74 wherein the  
2 performance of ads is tracked across one or more specific  
3 categories.

1 Claim 77 (currently amended): The apparatus of claim 76  
2 wherein the one or more specific categories include the ~~at~~  
3 ~~least one~~ category accepted.

1 Claim 78 (currently amended): The apparatus of claim 74  
2 wherein the ads served using the keyword as an ad targeting  
3 keyword by the means for performing qualification testing  
4 of the ~~determined one or more~~ keywords, are only served on  
5 available ad spots that otherwise would be unused by any  
6 ads.

1 Claim 79 (currently amended): The apparatus of claim 68  
2 wherein the means for providing the ~~determined one or more~~  
3 keywords as candidate targeting keywords provide the  
4 determined one more keywords in an order determined using  
5 unused inventory information about available ad spots that  
6 would otherwise be unused by any ads.

1 Claim 80 (currently amended): The apparatus of claim 68  
2 wherein the means for providing the ~~determined one or more~~  
3 keywords as candidate targeting keywords provide the  
4 ~~determined one more~~ keywords in an order determined using  
5 unused inventory information such that a keyword  
6 corresponding to a larger number of unused ad spots that  
7 otherwise would be unused by other ads is are provided  
8 before another keyword corresponding to a smaller number of  
9 unused ad spots that otherwise would be unused by other  
10 ads.

1 Claim 81 (original): The apparatus of claim 68 further  
2 comprising:  
3       d) means for populating serving constraints of an ad  
4           with the candidate keywords.

1       Claim 82 (original): The apparatus of claim 68 further  
2       comprising:  
3           d) means for providing the candidate keywords to an  
4       advertiser as ad targeting keyword suggestions;  
5           e) means for accepting advertiser input in response  
6       to the suggested targeting keywords; and  
7           f) means for determining whether or not to provide  
8       at least some of the candidate keywords as targeting  
9       keywords for an ad using the accepted advertiser  
10      input.

1       Claim 83 (previously presented): The computer-  
2       implemented method of claim 27 wherein the one or more  
3       serving constraints are one or more ad targeting  
4       keywords.

1       Claim 84 (currently amended): A computer-implemented  
2       method comprising:  
3           a) accepting ad information;  
4           b) determining one or more categories using the  
5       accepted ad information;  
6           c) recommending at least one of the one or more  
7       categories determined to an advertiser; and  
8           d) accepting advertiser feedback with respect to  
9           the recommended one or more categories,  
10          wherein each of the one or more categories is  
11          specifically associated with one or more keywords.

Claim 85 (canceled)

1       Claim 86 (new): The computer-implemented method of claim 1  
2       wherein the category is specifically associated with the

3 keywords and this specific association is used to lookup  
4 the keywords.

1 Claim 87 (new): The computer-implemented method of claim  
2 14 wherein the category is specifically associated with the  
3 keywords and this specific association is used to lookup  
4 the keywords.

1 Claim 88 (new): The computer-implemented method of claim  
2 27 wherein the category is specifically associated with the  
3 keywords and this specific association is used to lookup  
4 the keywords.